



ISSN	Awaiting Allocation
Website	ijem.asdfjournals.com
Received	31-Jan-2015
Article ID	IJEM2015001

Vol	V1.I1 @ Jan 2015
eMail	eic.ijem@asdfjournals.com
Accepted	03-May-2015
eAID	e-aid.org/IJEM.2015.001

Study On Tele Marketing

A M Manoj krishna

II Year MBA, Anna University Regional Centre, Madurai

Abstract- The mobile telephony has brought a revolution of its kind in the field of communication. Telemarketing has emerged as a powerful tool of direct marketing due to rapid growth of mobile telephony. It carries all the benefits of direct marketing but at a much lower cost. India too is witnessing the upsurge in telemarketing with rising number of mobile users. The Indian Mobile subscriber base has increased from approximately 5 million in 2001 to 7 Million in 2010 (Telecom Regulatory Authority of India). The rural teledensity increased from 9.46% at the end of March 2008 to 15.11% at the end of March 2009 and the urban teledensity increased from 66.39% to 88.84% during the same period. In this backdrop it becomes interesting to find out the products and services that are frequently marketed and the products and services that are readily accepted by customers through this medium of marketing. This paper is an attempt to know the perception and attitude of the customers towards telemarketing; benefits derived by the company in the perception of customers and an overall assessment of this marketing tool. Telemarketing has been selected for this paper to understand the role of various social-psychological issues attached to this medium especially in Indian context. The findings of the survey have given mixed response leading to the conclusion that marketers have to work harder to make this tool more effective.

Keywords: Telephone service, customers, financial market, consumer, social-psychological, teledensity.

I INTRODUCTION

The present day society can be rightly called as the mobile information society. The spurt in mobile technology, the boom in mobile sale and the multiplicity of application areas has indeed been unprecedented. The mobile telephony has brought a revolution of its kind in the field of communication. The Indian Mobile subscriber base has increased in size by a factor of more than one hundred since 2001 when the number of subscribers in the country was approximately 5 million to 729.57 Million by November 2010, according to the Telecom Regulatory Authority of India. This number was 429.73 million in March 2009 and 76 million in December 2005. Rural tele density increased from 9.46% (March 2008) to 15.11% (March 2009) and the urban teledensity increased from 66.39% to 88.84% during the same period. The marketers have taken a lead in utilizing this growth in communication technology to their advantage by resorting to direct marketing regular touch with their customers/potential customers. The mobile phone owners are given a call either, recorded or manual or sms to inform about the company's product/service and promotion schemes there upon.

Objectives

The current paper aims to achieve the following objectives.

1. To investigate the relationship between the perceived and expected service quality among Malaysian consumers,
2. To determine which service quality dimensions are the best predictors.

Human Element in the Service Offerings

Till now, Parasuraman et al. (1988) conceptual model of service quality was considered as the best evaluative tool for the comparison of excellence service encounter by the customer (Rust and Oliver, 1994; Cronin and Taylor, 1994). However, Bitner et al. (1990) proposed in another way and they define the service quality as the consumers' overall impression of the relative inferiority / superiority of the organization and its service offerings. In most of the services, quality occurs during the interaction between the customer and the contact personnel of the service firm. For this reason, the service quality is highly dependent on the performance of

This paper is prepared exclusively for International Journal on eManagement [IJEM] which is published by ASDF International, Registered in London, United Kingdom. Permission to make digital or hard copies of part or all of this work for personal or classroom use is granted without fee provided that copies are not made or distributed for profit or commercial advantage, and that copies bear this notice and the full citation on the first page. Copyrights for third-party components of this work must be honoured. For all other uses, contact the owner/author(s). Copyright Holder can be reached at copy@asdfjournals.com for distribution.

2015 © Reserved by ASDF.journals.com

Cite this article as: A M Manoj Krishna. "Study On Tele Marketing" *International Journal on eManagement [IJEM]* (2015): 1-4. Print.

employees during the service transactions. According to Bitner et al. (1990) the empirical results both from service quality and service satisfaction affirms that the importance of customer, employee interactions are interdependent and the importance of human element in the service transaction is also important. This has been further, supported by close examination of the scale items for each service quality dimensions which reveals that a majority of the service quality items relate directly to the human interaction element of service delivery. Thus, while providing the service the firms should give priority to the human values in developing a better service strategy. The following human values can be taken as guidelines namely, doing something extra and doing it imaginatively are the key elements in the service transaction. Managing the first and the last four minutes of transaction in an impressive manner is another area of concern. In addition, the studies also proved that the customers are ready to pay something more for the excellent services and hence, the price is not the important factor in the service offerings, when we offer imaginatively.

The service quality has become a principal competitive weapon in the service industry. Services by definition are intangible and are also not easily duplicated. Quality on the other hand, is differentiable and stems from the expectations of the customers. Hence, it is necessary to identify and prioritize the customers' expectations for service quality and incorporate these expectations into a service process for improving quality. (Goodman et al., 1986) Thus, understanding customers' expectations will enable the service provider and employees to make a concentrated effort to provide them. Further, what the customer expects from one type of service may not hold good for another service category and hence one should understand the right of expectation in order to provide a right strategy. (Cronin and Taylor, 1992) In other words, what a customer desires from a bank does not necessarily hold good for the telemarketing company. Hence, each service provider should identify their uniqueness in their service offerings.

The key variables in meeting customer expectations begin with identifying the specific characteristics of service quality as perceived by the customer who defines the nature and importance of service quality. In other words, there is a need to identify customer expectations by assessing the importance of each element of service quality and its offerings. As far as the telemarketing is concerned there are two aspects which are considered as important when evaluating its quality they are content and delivery. It is argued that the users of telemarketing services are in a best position to evaluate the service quality because in this transaction both product and also the quality of service (delivery) involved.

Tele Marketing Dimensions

Telemarketing is a practice where a business initiates a absenteeism and low productivity. Hence the challenge lies in setting predictive dealers in a way that shall avoid being a nuisance to potential customers and also in managing the employees. Although information technology has enabled global businesses to flourish, it also becomes one of the major enablers for sophisticated fraud schemes. The computer and network reliant world allows fraudsters to make acquaintance with victims and eventually committing crimes without any face-to-face contact. Since fraudsters are heavily reliant upon modern communication facilities and automatic financial systems, therefore the role of law enforcement agencies is significant to strengthen regulation and law enforcement in the communication industry, establish fraud account reporting and information sharing mechanisms among financial institutions, and provide timely consulting services to citizens. Conducted interviews with 47 people involved in telemarketing fraud. Their family background, educational qualification was studied and their motives for getting involved in fraudulent telemarketing were highlighted. Their class and family backgrounds provided them with high, but ill-defined, expectations for material success. Their preparation for successful conventional careers was unremarkable. As a result, they were predisposed to economic activities that required few credentials but provided a high income. Once involved in and aware of the deviant nature of their endeavors, continuation in fraud was facilitated by the income it produced and the lifestyle it permitted. Selling goods can be different from selling services. This paper aims at crystallizing out the relative effectiveness of telesales versus face-to-face presentation for selling goods versus services on consumer recall, attitude and behavioral I tensions. For services the recall was found to be higher in case of face-to-face presentation; whereas in case of goods face-to-face presentation and telesales have a constant effect. Face-to-face presentation and telesales have a constant effect. Attitude and behavior are more positive for service after telesales presentation than face-to-face presentation. For goods attitude and behavior are more positive after face-to face presentation as compared to telesales. According to Simon Cooke the Cooke Consultancy, 1996) there are two types of telemarketing outbound and inbound.

Learning Telemarketing

One of the most efficient ways to pursue a career in marketing is to enroll in a marketing education program. These programs teach the core principles of many marketing strategies, including telemarketing, in an environment geared toward professionals who are eager to enter a fast-paced field of business. Students in a marketing program will begin with courses that establish a foundation of best practices for corporate structures and team organization that emphasize communication and critical thinking. These classes will cover financing, time management, the development of research skills, and other subjects vital to functioning in any role on a marketing team. Marketing programs also introduce students to business technology they are likely to encounter in the workplace. This includes learning advanced applications in office suite programs for word processing, database management, and presentation development, as well as becoming familiar with popular information modeling and image editing software. Those interested in telemarketing will have the opportunity to explore customer management systems like Sales Force and learn how to operate modern business phones. Late-program coursework revolves around case studies of real-world marketing campaigns and the hands-on experience of student-run

simulations. These exercises are excellent practice for any student who wants to get a better idea of how to set metrics for the success of a campaign and how to measure expected and actual results from campaign strategies. At this stage, students will be able to see methods like telemarketing in action and use what they learn to enter the job market with valuable skills and concrete knowledge.

Women in telemarketing

Telemarketing, as it was the case with telephone operators, is one of the fields known to be occupied mostly by women. The central reason for hiring women operators lied in the fact that women's work was considered a form of cheap labor female telemarketers earned about one-half to one-quarter of men's wages. It was also highlighted, however, that women were more polite and well-mannered than male operators. Moreover, the calming, more delicate nature of a woman's voice was considered to be women's natural quality. This naturalization led to normalizing the perception of women as telephone operators and consultants, which is currently reflected in the telemarketing.

1. WHY DOESN'T OUR TELEMARKETING WORK?

Most technology companies who need to employ a solution sales approach to close profitable new business use telemarketing for lead generation, either employing their own team or using an external 'telemarketing agency'

Telemarketing is perceived as a low cost, productive way of interacting with many potential customers but the results don't always meet the expectation of providing quality selling opportunities for your sales team.

We hear a number of comments on why telemarketing may not have delivered the desired results:

- "We were passed lots of leads but the quality was low"
- "The appointments we went on didn't actually know what we do or why we were there"
- "My sales person said that it wasn't a qualified appointment"
- "We attended appointments that were not with a real decision maker..."
- "He told me that we called him so many times that he just said yes..."
- "We had a number of leads but we couldn't convert one of them into new business"
- "The agency we used just didn't understand our business or value proposition and couldn't translate this into a call pitch"
- "We knew it was a scatter gun approach when we were travelling all over the country for 1 appointment..."
- "The quality and delivery of activity reporting was poor"

Can you relate to some of these comments? Let's look at some of reasons behind these comments and identify what we can do to improve the quality.

2. WHAT'S THE PROBLEM?

It's important that we understand why Telemarketing should be part of an integrated marketing and sales process. If you haven't got an integrated process that is delivering repeatable sales opportunities and new business, then you are already reducing the chances of success. You are almost throwing your money at the task in the hope you'll get some appointments, in the same way the telemarketing agency will throw mud against the appointment wall hoping some of it will stick.

Before worrying about how telemarketing will be delivered as an activity, you need to validate that your value proposition and message is compelling and that you know it works. If you have gained appointments with a target organization at the appropriate level and sold to them, then you know a Telemarketing agency should be able to do the same. If you are outsourcing your Telemarketing to do the same.

II CONCLUSION

The Tele operators can be considered as professional voice users who are at a high risk for developing vocal disorders, since they usually present high indices of vocal symptoms. The most frequent symptom is dry throat. The auditory perceptual and acoustical assessments of voice showed no significant differences in the tele-operators vocal behavior, when the pre and post-workday conditions were compared. Almost 47% of people always ignore any telemarketing call whether through recorded voice, sms or manual calls. Manual calls and smses were more often received as against the recorded ones. Respondents had experienced maximum call on information about new services. 49% respondents in the age group of 25 years and below never wanted to get calls from new vendors whereas 60% respondents of the age group of 25 years and above preferred calls from new vendors sometimes. Majority of the respondents were of the opinion that at times useful and trustworthy information was provided through telemarketing calls and sms. Majority of the respondents did sometimes get influenced by telemarketing calls and sms and made their purchases after getting such information. 60% respondents in the age group of 25 years and below and 53% respondents in the age group of above 25 years were indifferent and did not switch to other vendors if their existing vendors did not call them regularly. 49% respondents in the age group of 25 years and below and 56% respondents in the age group of above 25 years felt that telemarketing calls interrupted privacy. While, 61% respondents in the age group of 25 years and below and 53% respondents in the age group of above 25 years found telemarketing calls irritating. 67% respondents believed that telemarketing generated sales for company.

REFERENCES

- [1] C. Nan arrow and P. Sally, "Rapport in telemarketing- mirror, mirror on the call," Marketing Intelligence & Planning, vol. 16, no. 1, pp. 12-21, 1998.
- [2] D. Szymanski, "Modality and offering effects in sales presentations for a good versus a service," Journal of Academy of Marketing Science, vol. 29, no. 2, pp. 179-189, 2001.
- [3] J. Wang, J. Jow, Y. Liao, T. Tsai, G. Hung, and C.C. Yang *et al.* , An Overview of Telemarketing Fraud Problems and Countermeasures in Taiwan, LNCS 4430, pp. 309 – 310, 2007.
- [4] W. Licata and B. Kleiner B, "Managing Telemarketing Departments Effectively," Management Research News, vol. 28, Issue 11/12, pp.14- 19, 2005.
- [5] N. Shover, G. Coffey, and C. Sanders, "Dialling for Dollars: Opportunities, Justifications, and Telemarketing Fraud," Qualitative Sociology, vol. 27, no. 1, pp. 59-75, 2004.
- [6] IAMAI & technology (2008) 'Mobile value added services in India', A Report.
- [7] Bitner, M. J., B. H. Booms and M.S. Tetreault. 1990. The Service Encounter: Diagnosing Favorable and Unfavorable Incidents, Journal of Marketing, 54:71-84.
- [8] Brown, Stephen W. and A. Theresa Swartz. 1989. A gap Analysis of Professional Service Quality, Journal of Marketing, 53: 92-98.
- [9] Carman, James M. 1990. Consumer Perceptions of Service Quality: An Assessment of the SERVQUAL Dimensions, Journal of Retailing, 66, No. 1: 3355.
- [10] Cronin, J. J. Jr. and S. A. Taylor 1992. Measuring Service Quality: A Reexamination and Extension, Journal of Marketing, 56: 55-68
- [11] Czepiel, John, Michael R. Solomon, and F. Carol Suprenant. 1985. The Service Encounter. New York: Lexington Books.



ISSN	Awaiting Allocation
Website	ijem.asdfjournals.com
Received	31-Jan-2015
Article ID	IJEM2015002

Vol	V1.I1 @ Jan 2015
eMail	eic.ijem@asdfjournals.com
Accepted	03-May-2015
eAID	e-aid.org/IJEM.2015.002

A Study About Marketing Communications Effectiveness In The Business-To-Business Markets

L Sathish

II MBA, Anna University Regional Office, Madurai

Abstract- Much of the research into marketing communications has focused on the consumer market with little regard to date for the business-to-business market. This paper focuses on a development and testing of a model of marketing communication effectiveness in the business-to-business market. Building on past research from the marketing communications and business-to-business marketing literature, the model which incorporates facets of the marketing communication objectives, bidirectional communications, and communications channels are tested to examine the impact economic Research of these antecedent variables on marketing communications effectiveness and organizational performance. The concept of marketing communication effectiveness assumes that there are variables that can have a positive influence on the effectiveness of marketing communications, and the central concept of marketing communication effectiveness as having a positive impact on organizational performance. Managerial implications are discussed along with suggestions for further research.

Keywords: Marketing communication effectiveness, business-to-business markets, marketing communication objectives, organizational performance, structural equation modeling.

I INTRODUCTION

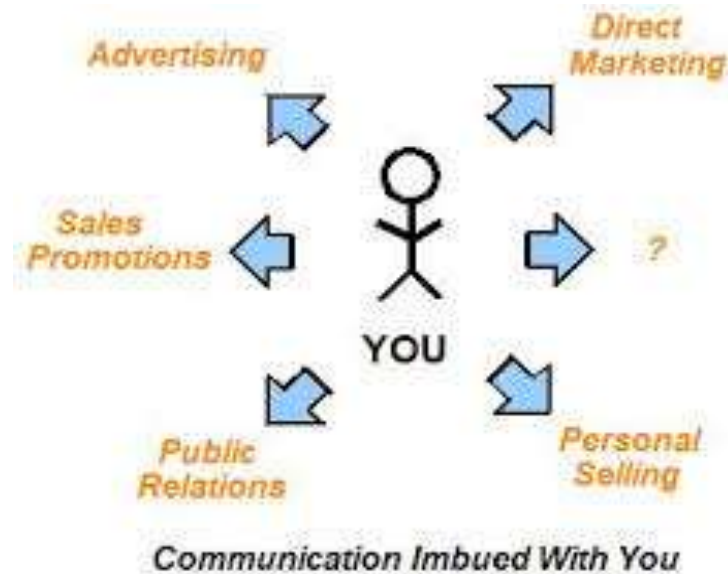
This paper focuses on a new model for marketing communication effectiveness in the business-to-business context. Any company can develop a marketing communication program, regardless of budget. The key to implementing a successful program, however, is to incorporate measurement and analysis right from the beginning of marketing communication programmer. In recent years, the business-to-business marketing has experienced significant progress due to a number of theoretical and empirical findings published in the journals that examined the business-to-business market. A number of authors have written about the role and importance of marketing communications in the industrial markets. However, marketing communication in the business-to-business markets over's further potentially valuable opportunities of research, especially empirical research. With the increasing call for accountability of significant marketing communication spending, measuring the contribution of marketing communication effectiveness to performance is inevitable and valued. However, measuring marketing communication impact on organizational performance has historically proven to be difficult, if not impossible, argues that integrated marketing communications still has no standard form for testing its effectiveness.

Marketing communications are messages and related media used to communicate with a market. Marketing communications is the "promotion" part of the "marketing mix" or the "four Ps": price, place, promotion, and product. It can also refer to the strategy used by a company or individual to reach their target market through various types of communication.

This paper is prepared exclusively for International Journal on eManagement [IJEM] which is published by ASDF International, Registered in London, United Kingdom. Permission to make digital or hard copies of part or all of this work for personal or classroom use is granted without fee provided that copies are not made or distributed for profit or commercial advantage, and that copies bear this notice and the full citation on the first page. Copyrights for third-party components of this work must be honoured. For all other uses, contact the owner/author(s). Copyright Holder can be reached at copy@asdfjournals.com for distribution.

2015 © Reserved by ASDF.journals.com

Cite this article as: L Sathish. "A Study about Marketing Communications Effectiveness In The Business-To-Business Markets." *International Journal on eManagement [IJEM]* (2015): 5-10. Print.



The problem associated with such performance measure for marketing is the conceptualization of marketing inputs. Marketing communications results have historically been measured on a medium-by-medium basis: One measure for advertising, another for publicity, stills another for sales promotion, and so on. These issues regarding the measurability of marketing communication programmers have also been a focus of discussion among academics and practitioners since the early stages of the development of the integrated marketing communications concept. In recognizing this complexity, this paper attempts to explain the effect of different factors on marketing communication effectiveness and subsequently on organizational performance. We hypothesize that a company's marketing communications effectiveness generates favorable organizational performance in Slovenian companies. In this context, we explore marketing communications effectiveness and how this effectiveness can influence organizational performance of selected firms.

A firm should have a business model that tracks how marketing communications effectiveness incenses what its customers know, believe, and feel, and ultimately of course how they behave. Another contribution of this paper is that it tests the model of marketing communications effectiveness within a homological net of antecedents and consequences. A unique contribution is an examination of the effect of marketing communication effectiveness on performance measure; we include such outcomes as market performance when assessing the effect of marketing communication effectiveness. In terms of contributions, this model provides managers a priori basis for focusing their efforts on the antecedents of whole marketing communications effectiveness which produces a much higher effect on organizational performance. First, we present a review of the literature, drawing on marketing communications effectiveness theory and business-to-business market theory, and past research to develop our model. Second, our hypotheses are developed.

CONCEPTUALISATION OF MARKETING COMMUNICATION EFFECTIVENESS AND ITS RELATED CONSTRUCTS

Interactions that occur among marketing communications variables form an important aspect of our understanding of marketing communication effectiveness overall. The effectiveness of marketing communications has been examined by innumerable authors (Schultz, Patti, 2009, 81; Evans, Fill, 2000, 391; Rust et al., 2004, 77; Smith, Gopalakrishna, Chatterjee, 2006, 564; Zabkar, 2007, 83). In order to develop further investigation in this research area, it is necessary to adopt first a perspective for defining actual marketing communication effectiveness and its associated concepts. Next, it is necessary to identify or, alternatively, develop a valid, reliable measurement scale to use to evaluate these proposed concepts. In justifying and presenting our proposed model, the following concepts were conceptualized for the purpose of Structural Equation Modeling (SEM) application in the context of marketing communications effectiveness in a business- to-business context: Marketing communication objectives, bidirectional communication, communication channels, marketing communications effectiveness, and organizational performance. We also highlighted the various approaches to conceptualizing these concepts and identified the linkages between them.

MARKETING COMMUNICATION OBJECTIVES

Properly configured objectives of marketing communications will have a positive impact on effectiveness. This presumption is clear from the objectives of the integrated approach, as developed by Fisher, Maltz, Jaworski (1997, 56-57) and is based on the coordination behavior of individuals and groups within an organization with a view toward achieving the identified objectives. The approach is also based on cooperation and interaction between the groups. Effective marketing communications is the result of coordinated operation between the functions of an organization and its chosen strategy of marketing communication resulting from both strategic goals and business strategy organization (Kliatchko, 2009, 177; Reid, 2003, 233). These correlations conclude that the development of

marketing communication objectives and coordination with firm business strategy can lead to a consistent and workable strategy of marketing communication.

A strategy of marketing communication should be in line with the vision, strategy, and mission of the organization (Fill, 1999, 604) and in line with the chosen market strategy (Duncan, Moriarty, 1998, 2). Results of some studies demonstrate the positive impact of the mission of an organization on its financial performance. For effective marketing communications, it is necessary that there be consistency among all communication messages, so that trust can be built and there can be coherence in target audience perceptions. The key to managing the point of perception is to deliver and receive messages on a platform of strategic consistency (Kitchen, Schultz, 2003, 82). In line with market orientation, the sharing of information across departments, the involvement of all departments in the preparation of business plans and strategies, the interactions of marketing personnel with other departments, are the needed prerequisites for best inter functional coordination. Therefore, we hypothesize that: Marketing communication objectives positively associate with marketing communications effectiveness

BIDIRECTIONAL COMMUNICATION

Numerous studies have emphasized the role of high involvement in the communication message and its impact on changes in customer attitudes toward certain brands. The elaboration likelihood model for processing that information emphasizes the ability of communication to process and the motivation for processing the determined communication message. In order to initiate certain stimuli at the customer, the communication messages may differ both in content, which can be informative or emotional nature, and design and creative communication strategy (Breneman, Geuens, De Pelsmacker, 2001, 231). IMC has traditionally been identified as persuasion, which entails primarily a one-way communication mode (Spotts et al., 1998, 210). In marketing relationships, however, communication serves other roles other than just persuasion, including informing, listening, and answering, which can require interaction and two-way communication forms (Finne, Grnroos, 2009, 180). The increasing importance of communication in today's marketplace is demonstrated by its ability to manage two-way communication. An important part of any communication model is feedback, through which the receiver's response is made known to the sender (Duncan, Moriarty, 1998, 4). Marketing communications also need to provide clarity and fast, pertinent, timely information, so decisions can be made. Effective marketing communication occurs when the consumer can correctly interpret the initial message as it was meant to be sent. This bidirectional communication produces effective marketing communications. Bidirectional communication is thus hypothesized as being positively related to marketing communications effectiveness. Therefore, we hypothesize that: H2: Bidirectional communication positively associates with marketing communication effectiveness

COMMUNICATION CHANNELS

The marketing communication channel, which views human communication as a transmission process during which a message travels across a channel from a sender to a receiver, is represented by the communication dimensions of frequency and mode of communication. Communication frequency refers to the amount of communication that occurs between an organization and its public (Schultz, Patti, 2009, 81-82). Communication mode is defined as the channel, formal or informal, through which such information is transmitted to target groups. Previous research has found that information disseminated in a formal manner is seen as more credible (Mohr, Sohi, 1995, 393). Marketing communication channels are hypothesized to be positively related to marketing communication effectiveness. Therefore, we hypothesize that: H3: Marketing communication channels positively associate with marketing communication effectiveness.



In telecommunications and computer networking, a communication channel or **channel**, refers either to a physical transmission medium such as a wire, or to a logical connection over a multiplexed medium such as a radio channel. A channel is used to convey an information signal, for example a digital bit stream, from one or several *senders* (or transmitters) to one or

several *receivers*. A channel has a certain capacity for transmitting information, often measured by its bandwidth in Hz or its data rate in bits per second.

Communicating data from one location to another requires some form of pathway or medium. These pathways, called communication channels, use two types of media: cable (twisted-pair wire, cable, and fiber-optic cable) and broadcast (microwave, satellite, radio, and infrared). Cable or wire line media use physical wires of cables to transmit data and information. Twisted-pair wire and coaxial cables are made of copper, and fiber-optic cable is made of glass.

MARKETING COMMUNICATION EFFECTIVENESS

A study conducted by Low (2000, 31) showed that implementing IMC (Integrated Marketing Communication) may be strongly related to better marketing results in terms of sales, market share, and profits for an organization. In seeking to understand the effectiveness of marketing communications, researchers have traditionally relied on measures of awareness, recall, and recognition.

Many researchers, through their theoretical and empirical contributions, describe the impact of marketing communications on organization performance, particularly with a view to improving relations between the organization and its public, for example, its customers (McGoon, 1998, 15; Low, 2000, 36). Explanation of this relation can be found in the degree of marketing communication effectiveness and its impact on overall organizational performance (Kitchen, Schultz, 2009, 201; Young, Aitken, 2007, 53). Reid (2005, 41-47) in a research model displays a potential way of measuring and evaluating the implementation of IMC. The results of his research show a strong and significant positive impact of the performance of IMC on market performance. The relationship between the marketing communication and organizational performance is an important area of research, but only a few empirical studies have supported this link (Cornelissen, Lock, 2000, 7-15, Low, 2000, 27-39).

An organization that possesses marketing communication capabilities can create successful communication programs and ensure long-term market performance. There is a positive impact between possessing strong marketing communication capabilities and organizational performance. The success of an organization can also result from the effectiveness of its marketing communication. In this area, many authors highlight the positive impact of marketing communications on organization performance. So, we hypothesize that Marketing communications effectiveness positively associate with organizational performance.

Marketing communications are messages and related media used to communicate with a market. Marketing communications is the "promotion" part of the "marketing mix" or the "four Ps": price, place, promotion, and product. It can also refer to the strategy used by a company or individual to reach their target market through various types of communication. The communication process is [sender-encoding-transmission device-decoding-receiver], which is part of any advertising or marketing program. Encoding the message is the second step in communication process, which takes a creative idea and transforms it into attention-getting advertisements designed for various media (television, radio, magazines, and others. Messages travel to audiences through various transmissions. The third stage of the marketing communication process occurs when a channel or medium delivers the message. Decoding occurs when the message reaches one or more of the receiver's senses. Consumers both hear and see television ads. Others consumers handle and read a coupon offer.

One obstacle that prevents marketing messages from being efficient and effective is called barrier. Barrier is anything that distorts or disrupts a message. It can occur at any stage in the communication process. The most common form of noise affecting marketing communication is clutter. Another channel for direct digital marketing is in-product communication (*also: in-product marketing*), which delivers marketing content directly to a user's internet-connected device or software.

In-product marketing content is often very similar to that of email marketing campaigns, but the segmentation and delivery is more targeted. Because email has become a standard tool in the digital marketing toolkit, the email channel often is overloaded and overused, leading to much lower open rates, lower engagement rates, lower click-through rates (CTR), and lower conversion rates. The rise of internet-connected devices is enabling a growing number of consumer products manufacturers to take advantage of this channel of marketing communications, to supplement other digital marketing channels.



ORGANIZATIONAL PERFORMANCE

In order to evaluate the organizational performance of the respondents in this study, we employed some of the subjective measures more frequently used in other investigations, such as return on investment, and sales. Respondents were asked to indicate the evolution, in the last period, of the mentioned variables relative to a company's objectives. Organizational performance can be measured by both subjective and objective indicators. Subjective indicators are based on the subjective assessment of a company's performance in comparison with its competitors, with planned results compared to those for the previous period, etc. Objective performance indicators are based on data from the financial statements of a company.

Dess and Robinson (1984, 265) and Hansen and Wenerfelt (1989, 399) proved there are correlations between subjective and objective indicators of business performance. Market performance is typically related to market communication effectiveness expenditures for such variables as market share and sales. Marketing communication effectiveness can influence a market share and sales, thereby influencing its competitive market position. While achieving improved sales and market share is essential to any marketing communication effort, consider financial impact the most crucial measure of success for any marketing communication activity. Financial benefits from marketing communication effectiveness can be evaluated in several ways. Return on investment (ROI) is a traditional approach to use to evaluate return relative to the expenditure required to obtain that return. Financial performance involves an increase in revenues.

II CONCLUSION AND IMPLICATIONS

The model of marketing communication for business-to-business markets represents a new perspective in marketing research. The central concept of the effectiveness of marketing communication assumes that there are variables that can have a positive influence on the effectiveness of marketing communication. In undertaking this study, we wanted to underline that the central area of this research is still not sufficiently studied, which forms the basis for new empirical research in this field. However, when we talk about marketing communication to business-to-business markets, we concluded that the research area is theoretically, and in particular, also poorly studied in empirical terms (Wickham, Hall, 2006, 100; Garber, Dotson, 2002, 1-17). This is due to a lack of empirical evidence on the effectiveness of marketing communication on these business-to-business markets, which represent a conceptual model which still has not verified the significant contribution to the field that marketing communication on the business-to-business markets can make. Further, another important theoretical contribution will be to study the area of effectiveness of marketing communication. In doing so, we came to the conclusion that marketing communication objectives do have a major impact on marketing communication effectiveness and best explain success. We also found we can explain the positive impact of bidirectional communication on the effectiveness of marketing communication.

The proposed positive relationship between communication channels and marketing communication effectiveness was confirmed. A further contribution would be confirmation of the positive relationship between marketing communication effectiveness and organizational performance. Another important theoretical contribution to the field would be further study of the effectiveness of marketing communication model from a strategic point of view, namely, as a central concept of the antecedents and consequences in a

model for marketing communication effectiveness on business-to-business markets. This paper contributes to the literature by developing a structural equation model framework as a response to the call made by marketing communication researchers. This call suggested the use of more exploratory research to better operationalize both the concepts of marketing communication effectiveness and organizational performance and confirm that relationship.

An important contribution to management not only results in better performance of marketing communication, but the possibility that organizations can actually measure the effectiveness of marketing communication in terms of increased response to increased demand, sales and increased trust of target groups. It is a given that measuring instruments are the basis for achieving the effectiveness of marketing communication, and consequently achieving organizational performance. With the possibility of measuring the effectiveness of marketing communication are also opportunities for greater success of organizations operating in business-to-business markets. This contribution is important because the literature is filled with calls for more empirical research into the field of marketing communication in business-to-business markets. Designing and testing the conceptual model offered here does represent a modest first step in that direction.

REFERENCES

- [1] Anderson, J., Gerbing D. (1988): Structural Equation Modeling in Practice: A Review and Recommended Two - Step Approach, *Psychological Bulletin*, Vol. 103, pp. 411-423.
- [2] Avlonitis, G., Gounaris, S. (1997): Marketing orientation and company performance: industrial versus consumer goods companies, *Industrial Marketing Management*, Vol. 26, No. 5, pp. 385-402.
- [3] Beerli, A., Santana, J. (1999): Design and validation of an instrument for measuring advertising effectiveness in the printed media, *Journal of Current Issues and Research in Advertising*, Vol. 21, No. 2, pp. 1130.
- [4] Borghini, S., Rinallo, D. (2003): Communicating competence in the medical diagnostic industry.
- [5] Boulding, W., Lee, E., Staelin, R. (1994): Mastering the Mix: Do Advertising, Promotion, and Sales Force Activities lead to differentiation, *Journal of Marketing Research*, Vol. 31, pp. 159-172.
- [6] Brengman, M., Geuens, M., De Pelsmacker, P. (2001): The impact of consumer characteristics and campaign related factors on brand confusion in print advertising.
- [7] *Psychometrika*, Vol. 16, 297-334. Dess, G., Robinson, R. (1984): Measuring organizational performance in the absence of objective measures: the case of the privately firm and conglomerate business unit, *Strategic management Journal*, Vol. 5, No. 2, pp. 265-273.
- [8] Damjana Jerman, Bruno Zavrsnik - MODEL OF MARKETING COMMUNICATIONS EFFECTIVENESS IN THE BUSINESS-TO-BUSINESS MARKETS
- [9] *Economic Research - Ekonomska Istrazivanja* Vol. 25, SE 1, 2012 Page:384
- [10] Diamantopoulos, A., Siguaw, J. (2000): *Introducing LISREL: A Guide for the Uninitiated*, London: Sage Publications.
- Duncan, T., Moriarty, S. (1998): A Communication Based Marketing Model for Managing Relationships, *Journal of Marketing*, Vol. 62, pp. 113.



International Journal on eManagement [IJEM]

ISSN	Awaiting Allocation
Website	ijem.asdfjournals.com
Received	31-Jan-2015
Article ID	IJEM2015003

Vol	V1.I1 @ Jan 2015
eMail	eic.ijem@asdfjournals.com
Accepted	03-May-2015
eAID	e-aid.org/IJEM.2015.003

A Descriptive Study About Brand Marketing

Mugesh K

II MBA, Anna University Regional Centre, Madurai.

Abstract- *The cornerstone of many companies' marketing strategy is to develop loyal customers willing to pay premium prices for branded goods and services. Throughout the 1980s, brand marketing moved from its stronghold in the consumer goods industry to the mainstream of business activity. Companies in almost every industry invested heavily in building brands for their products, services, business units. By the mid-1990s, it had become apparent that the investment in creating a brand was no longer a guarantee of long-term and defensible advantage in the market place. One famous brand after another found that it could no longer command strong price premiums to their competitors nor expect the automatic loyalty of its customers. Choice modeling implications of the branding concept and the challenges of incorporating main and interaction effects of branding as well as the impact of competition are discussed.*

Keywords: Innovation, Brand equity. Customers

I INTRODUCTION

Brands serve several valuable functions. At their most basic level, brands serve as markers for the offerings of a firm. For customers, brands can simplify choice, promise a particular quality level, reduce risk, and/or engender trust. Brands are built on the product itself, the accompanying marketing activity, and the use (or non-use) by customers as well as others. Brands thus reflect the complete experience that customers have with products. Brands also play an important role in determining the effectiveness of marketing efforts such as advertising and channel placement. Finally, brands are an asset in the financial sense. Thus, brands manifest their impact at three primary levels – customer-market, product-market, and financial-market. The value accrued by these various benefits is often called brand equity. Brand Intangibles An important and relatively unique aspect of branding research is the focus on brand intangibles – aspects of the brand image that do not involve physical, tangible, or concrete attributes or benefits (see Levy 1999). Brand intangibles are a common means by which marketers differentiate their brands with consumers (Park, Jaworski, and MacInnis 1986) and transcend physical products (Kotler and Keller 2006). Intangibles cover a wide range of different types of brand associations, such as actual or aspiration user imagery; purchase and consumption imagery; and history, heritage, and experiences (Keller 2001). A number of basic research questions exist concerning how brand tangibles and intangibles have their effects.

Objective of the study:

1. To understand importance of brand marketing.
2. Various strategies which have been used many companies.

Brand Cultures

Think of the brand as the culture of the product. We can borrow from the disciplines of anthropology, history, and sociology to understand products as cultural artifacts. Products acquire meanings—connotations—as they circulate in society. Overtime, these meanings become conventional, widely accepted as “truths” about the product. At this point, the product has acquired

This paper is prepared exclusively for International Journal on eManagement [IJEM] which is published by ASDF International, Registered in London, United Kingdom. Permission to make digital or hard copies of part or all of this work for personal or classroom use is granted without fee provided that copies are not made or distributed for profit or commercial advantage, and that copies bear this notice and the full citation on the first page. Copyrights for third-party components of this work must be honoured. For all other uses, contact the owner/author(s). Copyright Holder can be reached at copy@asdf.journals.com for distribution.

2015 © Reserved by ASDF.journals.com

Cite this article as: Mugesh K. “A Descriptive Study about Brand Marketing.” *International Journal on eManagement [IJEM]* (2015): 11-14. Print.

culture.

Consider a new product that has just been introduced by a new company. While the product has name and a trademarked logo, and perhaps other unique design features—all aspects that we intuitively think of as “the brand”—in fact the brand does not yet exist. Names and logos and designs are the material markers of the brand. But, because the product does not yet have a history, these markers are “empty.” They are devoid of meaning. Now think of famous brands. They have markers also: a name (McDonald’s, IBM), a logo (the Nike “swoosh,” the Traveler’s umbrella), a distinctive product design feature (Harley’s engine sound), or any other design element that is uniquely associated with the product. What is different is that these markers have been filled with customer experiences, with advertisements, with films and sporting events that used the brand as a prop, with magazines and newspaper articles that evaluate the brand, with conversations with friends and colleagues that mention the brand. Over time, ideas about the product accumulate and “fill up” the brand markers with meaning. A brand culture is formed. Let us consider how this happens.

Brand cultures accumulate as various “authors” create stories that involve the brand. Brands have four primary types of authors: companies, popular culture, influencers, and customers.

Companies The firm shapes the brand through all of its product-related activities that “touch” customers. All elements of the marketing mix—product, communication, channels, and pricing policies—can potentially “tell stories” about the product. We will take up the firm’s authoring role in considerable detail below.

Popular culture Products are a prominent part of the world in which we live. As such, they are frequently used as props in films, television, books, magazines, on the Internet, across all mass media. These representations can have a powerful influence on brands. Popular culture can comment on brands directly—as when a talk show host like David Letterman spoofs an advertisement or when a product becomes a news story, such as when Firestone tires were recalled. Alternatively, brands can be used as props in entertainment products such as films—as with Reese’s Pieces in *E.T.* and Pepsi in *Wayne’s World*. For nearly a century, companies have sought to manage how their brands are presented in the media, through public relations efforts and paid sponsorships.

Customers help to author the brand culture as they consume the product. As they interact with the product, customers create consumption stories involving the product, which they often share with friends.

Influencers In many categories, non-customers opinions are influential. Think of trade Magazine reviews, the opinions offered by mavens and connoisseurs during work and leisure gatherings, and the opinions offered by retail sales people.

The cultural materials circulated by these authors come in three forms: stories, images, and associations. Stories and images are the more potent sources of brand culture. Brand stories and images have plots and characters, and they rely heavily upon metaphor to communicate and spur our imaginations. Think of brand associations as the residue of these stories and images. We may forget the specifics of a product story but still attribute some characteristics to the brand (“it’s for old people,” “often falls apart,” etc.).

As these stories, images, and associations collide in everyday social life, conventions eventually form. A common story emerges as a consensus view (or, often enough, a few different common stories, each of which constitutes a customer segment for the brand). At this point the brand has become established as a cultural artifact. Marketers often think of branding at the individual level perceptions of individual consumers. But what makes branding so powerful is the collective nature of these perceptions, the fact that the stories/images/associations have become conventional and so are continually reinforced because they are treated as “facts” in everyday interactions.

Assessing Brand Performance

To manage brands properly, marketers should have a clear understanding of the equity in their brands – what makes them tick and what they are worth. Two interesting sub-areas of this topic are the measurement and valuation of brand equity at different levels – customer, product-market, and financial market – and the relationship of customer equity to brand equity.

Measuring Brand Equity

In recognition of the value of brands as intangible assets, increased emphasis has been placed on understanding how to build, measure, and manage brand equity (Kapferer 2005; Keller 1993, 2003). There are three principal and distinct perspectives that have been taken by academics to study brand equity.

Customer-based

From the customer's point of view, brand equity is part of the attraction to – or repulsion from – a particular product from a particular company generated by the "non-objective" part of the product offering, i.e., not by the product attributes per se. While initially a brand may be synonymous with the product it makes, over time, through advertising, usage experience, and other activities and influences, it can develop a series of attachments and associations that exist over and beyond the objective product. Importantly, brand equity can be built on attributes that have no inherent value (Broniarczyk and Gershoff 2003; Brown and Carpenter 2000; and Carpenter et al. 1994), although Meyvis and Janiszewski (2002) show irrelevant information can be counterproductive in consumer decision-making.

Company-based

From the company's point of view, a strong brand serves many purposes, including making advertising and promotion more effective, helping secure distribution, insulating a product from competition, and facilitating growth and expansion into other product categories (Hoeffler and Keller 2003). Brand equity from the company perspective is therefore the additional value (i.e., discounted cash flow) that accrues to a firm because of the presence of the brand name that would not accrue to an equivalent unbranded product. In economic terms, brand equity can be seen as the degree of "market inefficiency" that the firm is able to capture with its brands.

Financial-based: From a financial market's point of view, brands are assets that, like plant and equipment, can, and frequently are, bought and sold. The financial worth of a brand is therefore the price it brings or could bring in the financial market. Presumably this price reflects expectations about the discounted value of future cash flows. In the absence of a market transaction, it can be estimated, albeit with great difficulty (Ambler and Barwise 1998; Feldwick 1996), from the cost needed to establish a brand with equivalent strength or as a residual in the model of the value of a firm's assets.

Strategically Managing the Brand

In many firms, the CEO is effectively the Chief Brand Officer (CBO) as well. Regardless of whom (if anyone) is in charge of managing the brand, several general strategic issues arise: the optimal design of brand architecture; the effects of co-branding and brand alliances; and cross-cultural and global branding strategies. Brand Architecture Brand architecture has been studied in the context of line extensions, vertical extensions, multiple brand extensions, sub-brands, and brand portfolios (Aaker 2004). Several researchers have examined characteristics of successful line extensions (Andrews and Low 1998; Putsis and Bayus 2001; Reddy et al. 1994). In the context of fast moving packaged goods, Cohen

et al. (1997) developed a decision support system to evaluate the financial prospects of potential new line extensions.

Although many strategic recommendations have been offered concerning "vertical extensions" – extensions into lower or higher price points (e.g., Aaker 1994) – relatively little academic research has been conducted to provide support for them (see Randall et al. 1998 for an exception). Kirmani et al. (1999) found that owners had more favorable responses than non-owners to upward and downward stretches of non-prestige brands (e.g., Acura) and to upward stretches of prestige brands (e.g., Calvin Klein and BMW). Downward stretches of prestige brands, however, did not work well because of owner's desire to maintain brand exclusivity. A sub-branding strategy, however, protected owners' parent brand attitudes from dilution.

Joiner and Loken (1998), in a demonstration of the inclusion effect in a brand extension setting, showed that consumers often generalized possession of an attribute from a specific category (e.g., Sony televisions) to a more general category (e.g., all Sony products) more readily than they generalized to another specific category (e.g., Sony VCR's). Research has shown that family brand evaluations depend on the expected variability of individual product quality and attribute uniqueness (Gurhan-Canli 2003; see also Swaminathan et al. 2001).

Research has also shown that a sub-branding strategy can enhance extension evaluations, especially when the extension is farther removed from the product category and less similar in fit (Keller and Sood 2004; Milberg et al. 1997; Sheinin 1998). A sub-brand can also protect the parent brand from unwanted negative feedback (Milberg et al. 1997; Janiszewski and van Osselaer 2000; Kirmani et al. 1999), but only in certain circumstances, e.g., if the sub-brand consists of a meaningful individual brand that precedes the family brand, e.g., Courtyard by Marriott (Keller and Sood 2004). Wanke et al. (1998) showed how sub-branding strategy could help set consumer expectations.

Bergen et al. (1996) studied branded variants – the various models that manufacturers offer different retailers (see also Shugan (1996)). They showed that as branded variants increased, retailers were more inclined to carry the branded product and provide greater retail service support. Other research has shown how brand portfolios can increase loyalty to multiproduct firms (Anand and

Shachar 2004). Kumar (2003) argues that companies can rationalize their brand portfolios to both serve customers better and maximize profits (see also Broniarczyk et al. 1998).

II CONCLUSION

Branding and brand management has clearly become an important management priority for all types of organizations. Academic research has covered a number of different topics and conducted a number of different studies that have collectively advanced our understanding of brands. Table 1 summarizes some of the generalizations that have emerged from these research studies that were reviewed in this paper. To put the academic literature in marketing in some perspective, it could be argued that there has been a somewhat of a preoccupation with brand extensions and some of the processes that lead to the development of brand equity. By contrast, there has been relatively limited effort directed toward exploring the financial, legal, and social impacts of brands. In terms of methodology, considerable effort has been devoted to controlled experimentation, although some work has focused on choice modeling of scanner data. Little integration of these two streams with each other or the qualitative work on branding has appeared.

REFERENCES

- [1] Aaker, J. L. 1997. Dimensions of brand personality. J. Marketing Res. 34(August) 347-356.
- [2] Aaker, J. L. 1999. The malleable self: The role of self-expression in persuasion. J. Marketing Res. 36(May) 45-57.
- [3] Aaker, J. L., V. Benet-Martinez, J. G. Berrocal. 2001. Consumption symbols as carriers of culture: A study of Japanese and Spanish brand personality constructs. J. Personality and Psychol. 81(3) 492-508.
- [4] Aggarwal, P. 2004. The effects of brand relationship norms on consumer attitudes and behavior. J. Consumer Res. 31(June) 87-101.
- [5] Ahluwalia, R., Z. Gurhan-Canli. 2000. The effects of extensions on the family brand name: An accessibility-diagnostics perspective. J. Consumer Res. 27(December) 371-381.
- [6] Booth-Butterfield Melanie and Steve Booth-Butterfield (1990), "Conceptualizing affect as information in communication production," Human Communication Research. 16, 451-76.
- [7] Chang, Pao-Long and Ming-Hua Chieng (2006), "Building consumer-brand relationship: A cross cultural experiential view. Psychology & Marketing, 23(11), 927-59.
- [8] Cornwell, T. B. and Maignan, I. (1998), "An international review of sponsorship research," International Journal of Advertising, 27(1), 1-22.
- [9] Barone, M. J., P. W. Miniard. 2002 Mood and brand extension judgments: Asymmetric effects for desirable versus undesirable brands. J. Consumer Psychol. 12(4) 283-290.
- [10] Barwise, P. 1993. Introduction to the special issue on brand equity. International J. Res. Marketing 10 93-104.
- [11] Cohen, M. A., J. Eliashberg, T. H. Ho. 1997. An anatomy of a decision-support system for developing and launching line extensions. J. Marketing Res. 34(May) 117-129.



ISSN	Awaiting Allocation
Website	ijem.asdfjournals.com
Received	31-Jan-2015
Article ID	IJEM2015004

Vol	V1.I1 @ Jan 2015
eMail	eic.ijem@asdfjournals.com
Accepted	03-May-2015
eAID	e-aid.org/IJEM.2015.004

A Study About Internet Marketing

E Naveen

II MBA, Anna University Regional Office, Madurai

Abstract- Internet marketing is becoming a hot topic in every business sector, and gradually plays a truly important role in any company's multi-channel marketing strategy. However, how to apply Internet marketing especially how to utilize it to attract more visitors to a certain website is still a big question for a number of advertisers. The thesis mainly covers the acquisition process of Internet marketing after touching upon the basic knowledge of Internet marketing, how the Internet adapts to the marketing mix, as well as companies' and consumers' perspectives in pursuing Internet marketing. The two main purposes of this study are to bring a general picture of Internet marketing to its readers and dig into how to drive traffic or attract customers to the Flashgame4fun.com website. The information in the theory part is acquired through many textbooks, articles and websites by using qualitative research method, meanwhile quantitative method is used to collect all important data supporting the case study analysis.

The effectiveness of the acquisition process is tested. There is an incredible boost of visits to the website after applying Search engine optimization and link building activities. However, all activities of acquisition process should be combined and implemented continuously to maximize quality visitors.

Keywords: Internet marketing, acquisition process, search engine optimization, link building.

I INTRODUCTION

The foundation of the Internet has offered new advanced business transactions and models for the world economy. Internet marketing is born to adapt to this rapid development of online business. Especially, online advertising has been achieving many successes. According to IDC, the total worldwide spending on Internet advertising will reach USD 65.2 billion in 2008, which represents nearly 10% of all ads spending across all media. It is predicted that this number will be over USD 106 billion in 2011.

Internet marketing is defined as the application of the Internet and related digital technologies in conjunction with traditional communications to achieve marketing objectives (Chaffey, D., Ellis-Chadwick, F., Johnston, K. and Mayer, R. 2006, 8). In reality, there are some alternative terms for Internet marketing such as e- marketing (electronic marketing) or digital marketing even though they have a broader scope since they include electronic customer relationship management systems (e-CRM systems) as well.

How important is Internet marketing to the success of an organization? There are no exact answers for this question. It depends on the nature of one company business line. There are many companies currently using the Internet as their main business transaction such as DELL, AirAsia, etc... However, companies such as UPM, the world's leading forest products producer only uses the Internet as a media to introduce the company and its products to customers via its website. Besides that, during the whole purchasing decision making process, customers not only use the Internet in isolation to search for products but other media such as print, TV, direct mail and outdoor as well.

These media still play an extremely important role for the marketers to communicate with customers, for example, direct or face – to – face marketing more or less helps marketers build up the trust in customers and encourage them to purchase the products. Therefore, it is better to use the Internet as part of a multi-channel marketing strategy which “defines how different marketing

This paper is prepared exclusively for International Journal on eManagement [IJEM] which is published by ASDF International, Registered in London, United Kingdom. Permission to make digital or hard copies of part or all of this work for personal or classroom use is granted without fee provided that copies are not made or distributed for profit or commercial advantage, and that copies bear this notice and the full citation on the first page. Copyrights for third-party components of this work must be honoured. For all other uses, contact the owner/author(s). Copyright Holder can be reached at copy@asdf.journals.com for distribution.

2015 © Reserved by ASDF.journals.com

Cite this article as: E Naveen. “A Study About Internet Marketing.” *International Journal on eManagement [IJEM]* (2015): 15-21. Print.

channels should integrate and support each other in terms of their proposition development and communications based on their relative merits for the customer and the company.”



This paper is carried out to explore one process of Internet marketing. It is divided into two parts. The first part is about the theory or principles of Internet marketing which are gathered from books, research papers and articles. The authors focus on the basic definition of Internet marketing, how the Internet interacts with the marketing mix model, companies' and consumers' perspectives in pursuing Internet marketing, as well as Internet marketing acquisition activities. The second part is about the practice. Due to the limit of financial resources, only some of acquisition activities are applied to reveal how effective they are in order to attract more website visitors. However, we still cover all main issues of other activities in acquisition process to provide a common basic knowledge of them to our readers.

II RESEARCH METHODS

Research methods are important to provide a systematic approach to a certain study. “Empirical research methods are a class of research methods in which empirical observations or data are collected in order to answer particular research questions. While primarily used in academic research, they can also be useful in answering practical questions. Empirical research methods can be divided into: qualitative methods and quantitative methods. Qualitative methods which collect data in the form of text, images, sounds drawn from observations, interviews and documentary evidence, then analyze it using qualitative data analysis methods, is usually used in the early stages of research (exploratory research) and building a theory. Meanwhile, when theory is well built, or needs to be tested or refined, quantitative methods are the most appropriate choices since they collect numerical data then analyze it by using statistical methods. There are three most common quantitative methods: experiment (applying a treatment, measure results before and/or after), survey (asking questions by face to face interview, telephone, mail, or Internet) and historical data (looking for patterns in historical data). Case study (observations carried out in a real world setting) and action research (applying a research idea in practice, evaluate results, modify this idea) are the most two popular qualitative methods. However, “no research method is entirely qualitative or quantitative. For instance, a survey can either collect qualitative data by using open ended questions or quantitative data by using closed questions. In other cases, observations of participant behavior and measures of response time and accuracy can be happened in an experiment, or quantitative data (e.g. system usage statistics) and qualitative data (e.g. interviews with users) can be collected in a case study.

In this study, we would like to bring an overall picture of Internet marketing by discussing Internet marketing versus the marketing mix, the customer and company perspectives to our readers. Especially, the main points are to test the effectiveness of two activities of Internet marketing acquisition process after presenting common knowledge of it. Therefore, both qualitative and quantitative methods are applied to answer the research questions. As mentioned, qualitative methods is used to analyze of documents and materials. Hence, in the theory part, these methods is applied to exploring secondary data from books, researches and articles to give a thorough understanding the topic and draw answers for the research questions. However, both qualitative and quantitative methods. Case study method of qualitative methods helps us to observe the whole process of testing the most two cost effective Internet marketing's

acquisition activities. Meanwhile, we also use experiment method of quantitative methods to apply the two mentioned activities on the flashgame4fun website. After that, we collect, measure, analyze and compare the before and after data to have a conclusion of how effectiveness acquisition process activities.

III THE INTERNET AND THE MARKETING MIX

Nowadays, the concept of Internet marketing has expanded and brought more opportunities for companies to approach their customers. In the past, the Internet was only used as a tool to contact customers, part of direct marketing. Nowadays, the Internet, particularly websites has been becoming a popular media for any firms to introduce their products and services. The Internet is considered as an independent and effective marketing tool. During eight years, from 2000 to 2008, the number of Internet users has increased by 4 times from about 361 million to more than 1, 46 billion, in which, Asia, the continent with the biggest population accounts for 39.5% of World Internet Users.

It provides an effective strategic framework for changing different elements of a company's product offering to influence the demand for products within target market. However, the researchers only focus on the first main and traditional 4 Ps in this paper due to some limitations. In Finland, nearly four out of five Finns aged 15 to 74, or over three million persons, used the Internet in spring 2007. To understand precisely how the Internet offers new opportunities to traditional marketing model, it is necessary to examine it based on the marketing mix which is traditional but still applicable.



According to Philip Kotler (2003), Product is the solution to customers wants or/and needs. It refers to the characteristics of a product, service or brand. The Internet offers options for varying the core product, options for changing the extended products, conducting research online, velocity of new product development and velocity of new product diffusion. Many digital products now can be purchased easily over the Internet via providers' website. For other products, instead of providing actual products to customers, many companies publish the detailed product information with pictures or images. Dell is a typical example. For example, new drivers or updated package for a computer or software are easily downloaded via producers' websites. It brings conveniences for both of buyer and seller/ producers. In addition, it is obvious that the Internet provides a new tool to collect customer feedback quickly and accelerate new product development since process of testing new products is more rapid and effective. The information about new products will spread out more wildly and quickly.

Price is the most flexible element comparing to other three elements of the marketing mix, since it can be changed quickly to adapt to the market's demand. Companies can use the Internet to build differential price for different customers in different countries, based on IP (Internet Protocol) analytic technologies. For buyers, they are able to find out the price differences by visiting companies' websites or price comparison sites. In addition to this, the online payment method using credit cards is the most popular, efficient, convenient and flexible way for companies and customers.

Place in the marketing mix refers to how the product is distributed to customers. New method of distributing goods through online selling is offered by the improvement of the Internet. It is possible for customers to make their purchasing decisions anywhere at any time. The Internet has the greatest implications for the Place in the marketing mix because it has a large market place. Companies now

can expand their business from local areas to the whole country even to international market. They also can use the Internet to exploit new markets with low cost international advertising since they do not have to establish sales infrastructure in different countries.

Internet Advertising: It is a form of advertising that uses the Internet to attract customers by delivering messages through websites or advertising banners on other popular websites which leads online users to a company site. The company website must be well-organized, well-designed and user-friendly in order to attract more target customers. (Rowley, 2001)

Sales promotion: Thanks to the Internet, sales promotions such as competitions or price reductions can be provided to visitors of the company's website in a cost-reduced way. Not only encourage the customers to visit the company website again, this also provides the means for the company to build a long term relationship with their customers (Chaffey, 2006, 243-245).

Public relations: The Internet is a new medium for Public Relations (PR). Blogs, Podcasts / Internet radio shows, online newsrooms and media kits offer companies a new opportunity to publish the news directly while in traditional marketing they would wait for periodical publications (Chaffey, 2006, 243-245).

Direct marketing: Thanks to the Internet, companies nowadays have a new tool for direct marketing and advertising that may be cost effective and maximum delivery to targeted customers. By using e-mail addresses, the company can establish a two way communication method with customers (Chaffey, 2006, 243-245).

IV INTERNET MARKETING – COMPANY AND CUSTOMER PERSPECTIVES

Internet marketing – Company perspectives

The 21st century is predicted to be a century of technologies when everyone, every company, every organization apply them to make their works become much easier and more effective. The popularity of using the Internet, together with the improvement of computer hardware and software industries, completely boost the development of e-marketing in the whole process of buying from pre-sale to sale to post-sale and further development of customer relationship. New comers in this area have to consider very carefully the use of these modern channels. Since, the role of Internet marketing is to support the multi-channel marketing which is the combination of digital and traditional channels at different points in the buying cycle. They have to understand which the main marketing channel is and which the supportive marketing channel is. Below is some results drawn from different articles and researches which touch upon different parameters that make many companies pursue Internet marketing.

Drivers for Internet marketing:

What are factors which drive many companies to apply the Internet marketing and how does the size of a company relate to these drives? Bengtsson, Boter, Vanyushyn (2007, 27) who conducted a survey with various Swedish companies of different sizes; give their readers a set of quite satisfactory answers to these questions. Depending on the number of employees, the authors categorized them into three different sizes: small, medium and large (turnover and profit should be taken into consideration). They figure out that different factors drive different size companies to adopt Internet marketing including willingness to cannibalize, entrepreneurial drivers, management support, and market pressure. Besides that, they also find out which of these factors drive what size of companies.

Marketing channel preference:

Nowadays, many companies have to take the pros and cons of Internet marketing channels and traditional marketing channels into consideration seriously to decide which channel is suitable and more effective for their companies. By comparing and contrasting between companies' motivations to choose between Internet channels and traditional channels, Jaeki Song and Zahedi F.M in their study "Internet marketing strategies: Antecedents and implications", indicate that Internet marketing is another good choice for any companies. And what attracting customers is a reasonable price provided by companies. The results are only drawn from some successful websites. Failure websites, the reasons of failure, and many risks that consumers have to face when using Internet marketing for example Internet security, scammers etc. also need to be discussed.

Internet marketing – consumer perspectives:

In fact, customers also have their own opinions and attitude towards Internet marketing. There are some works which concern what would interest consumers to pursue e-marketing and be willing to use it as well as what would prevent them from using it.

Consumer privacy:

In an effort to understand New Zealand consumers more, Chung W. and Paynter J. (2002, 2402-2411), based on their work, drew a conclusion that it was a must for companies to have privacy policy statements under their website to protect consumer privacy information, to make sure that their customers' information cannot be misused. Some solutions were also discussed in this study to protect customers' privacy. For the authors, solutions such as legislation, self-regulation and technical solutions had be combined together to maximize its effectiveness.

Consumers decision making process in buying a product or using a service:

The fact is that any consumer is influenced by different factors in his or her decision making process of purchasing products or services. According to George Joye F, many customers feel confident to make an order only when they have made a few purchases. They are

afraid their privacy can be revealed and misused without their acknowledgment. If buyers do not trust the company which provides online sales services, they will never want to make any online buying decisions. In addition, e-marketing helps consumers to have more different means to search for products' designs, functions, features, specifications, prices etc. so they can compare and contrast products and services before giving their final decisions.

Consumers decision making process in buying a product or using a service:

The fact is that any consumer is influenced by different factors in his or her decision making process of purchasing products or services. According to George Joye F (2002, 165-180), many customers feel confident to make an order only when they have made a few purchases. They are afraid their privacy can be revealed and misused without their acknowledgment. If buyers do not trust the company which provides online sales services, they will never want to make any online buying decisions. In addition, e-marketing helps consumers to have more different means to search for products' designs, functions, features, specifications, prices etc. so they can compare and contrast products and services before giving their final decisions. Davidson Alistair and Copulsky Jonathan found out that online customers would purchase via the Internet with web maven reviews influencing their mind set. Kim D.J, Kim W.J and Han J.S with their study about online travel agency service came to conclude that the top priority factor which affected customers' decision making in purchasing was lowest price, security, ease of navigation of the website and fast loading time of the website.

How consumers evaluate companies in the Internet:

The participants in Cheung Christy M K and Lee Matthew K O (2006, 479 - 492) work evaluated Internet merchants based on integrity, competence through professional websites and security. External factors such as third party recognition also are very important. A company and its website can gain customers' trust easily if a recognized third party certifies that the website is secured. In addition, guarantee terms also contribute to build trust in customers' minds. However, the study can bring more precise results if the participants come from different group ages.

Search Engine Optimization

Search engine optimization (SEO) is a structured approach used to increase the position of a company or its products/ services in search engine natural or organic results listings for selected key words/ phrase. In simple words, SEO is method of archiving higher ranking, faster indexing in different search engines. The term "organic search" refers to results from a keyword or key phrase (keyword phrase) search. Thus, the higher-ranking websites have higher chance of getting traffic from an organic search. How do the search engines rank a website? Each search engine has its own way of weighting. In common, most of the mechanism is based on spiders and robots. Search engines compile an index of words on websites by sending out spiders or robots to crawl around sites that are registered with that search engine traffic. After crawling contents of sites, each search engine has its own algorithm that weight the index based on different parameters.

Online Partnerships:

There are three kinds of online partnerships: link building, affiliate marketing, and online sponsorship.

Link building is a structured activity to include good quality hyperlinks to your website from relevant sites with a good page rank. Link building is a key activity for search engine optimization. It can be considered as a part of Online PR because the links to your website are visible in third parties websites. Link building is a time consuming process including building reciprocal links, links which are agreed between yourself and another organization. Getting a "good" or "quality" links to your website also can be done by purchasing from high ranking websites or Search Engine Marketing companies. There are some guidelines for link building which we should pay attention to such as: - These links must include our main keywords in the "anchor text". Anchor text is the actual text located within the link linking to our website. - It's best to get links from the exact same websites that the top ranked websites have their links on. - Try to get links from as many different IP Addresses as possible.

An affiliate marketing scheme is also known as associate marketing scheme. It is defined as a commission-based arrangement where an e-retailer pays sites that link to it for sales. In other words, a merchant pays the affiliate for links that are generated from the affiliate site to the merchant site. For instance, an e-retailer wants to sell his/her products through affiliate marketing. In fact, there are many companies which want to conduct surveys or want leads generated for them also find help from this scheme. They pay commission to affiliates' site whenever affiliates get a survey form filled through their website or generate a lead. This is named pay-per-lead.

Interactive Advertising:

Interactive marketing refers to place ad banners on other websites. If ad site visitors click on ad banners, visitors will be redirected to destination sites. In some aspects, it is quite similar with Pay-per-click search engine. The main difference between these two types of marketing activities is: there is no interference of the third parties or search engine providers. Besides traditional banner ads, there are now many different forms of interactive advertising such as pop-ups/ layer, video ads, or new large-format ad spaces (button 2, skyscrapers, wide skyscrapers, Leaderboards). The main purposes of interactive advertising for example are: delivering detailed information of a destination site's offer, leading to a sale, and brand awareness.

The foundation of interactive advertising results in the appearance of many new different terms, for instance page impression (occurs when an Internet user views a webpage), ad impression (occurs when a person views an advertisement on the webpage), reach (a

number of unique individuals view an advertisement), Clickthrough (occurs each time a webpage visitor clicks on an ad banner which leads them to destination website) and clickthrough rate (CTR) (is the number of clicks your ad receives divided by the number of times your ad is shown (impressions)). According to an ADTECH research (2007), in Europe, the clickthrough rate has fallen from 0.33% in 2004 to 0.18% in 2007. Compared to other countries, the CTR in Finland is the lowest one, only 0.09%. Dirk Freytag, CEO, ADTECH, said: "The decreasing numbers overall in my opinion are due to the fact that the users have increasingly gotten used to online advertising during the last years. Banners are now commonplace on the Internet. New formats, such as video ads are needed to draw attention and generate clicks. Layer and Leaderboards in contrast have a high reminder potential even beyond the Web."

Email marketing:

Email marketing communications are separated into two categories: outbound email marketing and inbound email marketing, in which, outbound email marketing refers to emails are sent to customers and prospects from an organization, and inbound email marketing is the management of email from customers by an organization. This method of communication to customers through e-newsletter or periodic email blasts is considered as a vital communications technique for companies.

According to the Double click website, there are three key measures for email marketing: delivery rate (non-bounce rate), open rate and click through rate (click rate). Delivery rate simply shows the percentage of delivered emails. Emails will bounce when the email addresses is no longer exist or blocked by a spam filter. Open rate indicates how many emails are opened, however these figures are not accurate. It can be explained that a number of users have preview panes in their email reading programs which load the image even though it is deleted without reading. Besides that, some email readers such as Window Live Mail block images by default. It results to the open rate decline gradually through time. Click through rate or click rate refers to the number of delivered emails are clicked through by readers.

For any company, managing the number of inbound emails is absolutely important since it influences directly on the customer service quality. To be successful, an inbound customer contact strategies needs to be developed by organizations to reduce the cost of customer contact and improve the quality of customer enquiry management.

Online PR:

PR stands for "public relations". In some cases, it is also used as an acronym for "press release" or "press relations". According to Chaffey et al. (2006, 384 - 388), online PR refers to maximizing favorable mentions of an organization, its brands, products or websites on third-party websites which are likely to be visited by its target audience. Online reputation management, which controls the reputation of an organization through monitoring and controlling messages placed about the organization, is another aspect of online PR.

There are many activities which belong to Online PR. Communicating with media (journalists) online is one of Online PR activities. It uses the Internet to spread out press releases via email and on-site. A company can create a press-release area on its webpage or send email alerts about news that journalists and other third parties can sign up to. It also can choose to submit its news stories or releases to online new feeds. Link building is another activity of Online PR since it aims to make your brand visible on third parties' webpage. It must be well-structured effort to achieve as many links as possible into a website from referring websites. The third activity of Online PR is blogs, podcasting and RSS. Blog is an online diary or news source prepared by an individual or a group of people. It is an easy method to disseminate information. Business blogs can be created by people within the company but need to be under control to avoid releasing harmful information. Podcasts are set up by individuals and organizations to post online media (audio and video) which can be viewed in appropriate media players. However, it is difficult to make podcasts visible because their contents are usually only be recognized by tags. Moreover it is not easy to assess quality without listening to the start of a podcast. Really Simple Syndication (RSS) is an extension of blogging where blogs, news or other content Ares published by an XML standard and syndicated for other sites or read by users in RSS reader software services. Another activity of Online PR is to manage how your brand is presented on third- party websites. It is necessary to establish monitoring services as well as have resources to deal with negative PR. Creating a buzz – online viral marketing is part of Online PR which is discussed separately in this paper since it plays an important part in attracting more visitors to a site.

Offline campaigns:

"Offline promotion" refers to using communications tools such as advertising and PR delivered by traditional media such as TV, radio and print in order to direct visitors to an online presence (Chaffey et al. 2006, 370 - 373). This is one of the most useful activities to drive traffic to a website. In addition, the characteristics of offline media usually have a higher impact and are more creative as well as explain the online value proposition. Many organizations whose depend mostly on the Internet continue to invest heavily in offline media. Dell and AirAsia are two companies which use online sales services as their main business transactions but they still have to spend a lot of money on offline media every year.

IV CONCLUSION

The Internet is certainly the place for businesses to expand, reach new markets and provide new services but there must be a balanced approach to the Internet. The Internet must be regarded as a strategic resource important to the whole business. The technical detail of the Internet can be complex. Management responsibility however is more productively focused on managing the implementation process to achieve strategic goals and assure smooth, secure operations. The IS Manager must first define why the company wants to be connected to the Internet then move to establish the appropriate connection, choosing the most cost effective option between capacity and speed. For medium businesses it is recommended that high speed modem links to a provider with dedicated telephone lines would be most appropriate. Issues such as how to advertise and promote the company on the Web must then be tackled, taking into account the human and social issues on the net. Users of the Web can include both employees and potential customers.

By learning what and how the Internet can help the employees in their day to day work, non-business use of the Internet can be reduced, and by offering on-line services and supporting the customer via the Internet, a whole new market can be created for the business. A medium business would consider having a Web site with the Internet provider but perhaps creating and updating the web pages themselves. Finally security against intrusion has to be maintained. Technology is a vital tool to IS Managers to cope with this. Also by having the Web site at the provider and linking to the Internet by regular telephone lines it makes the company's data safe from hackers. In conclusion, with careful planning and proper management, putting a business on the Internet can make it more effective and productive. However understanding and knowing how the rapid changes and various complex issues that can be encountered in getting the business onto the Net is imperative to its success. This responsibility lies largely on the IS Manager who must know what options are available to him or her before being able to cope with it.

REFERENCE

- [1] Booms, B. and Bitner, M. 1981. Marketing strategies and organization structures for service firms. In J. Donnelly and W. George (eds), Marketing of Services. An American Marketing Association, New York.
- [2] Chung, W. and Paynter, J. 2002. An evaluation of Internet banking in New Zealand. Journal: System Sciences 2002. HICSS Proceedings of the 35th Annual Hawaii International Conference, Pages 2402-2411, Provider IEEE
- [3] Chung, W. and Paynter, J. 2002. Privacy issues on the Internet. Journal: System Sciences 2002. HICSS Proceedings of the 35th Annual Hawaii International Conference, Pages 2501-2509, Provider IEEE
- [4] George, J. F. Influences on the intent to make Internet purchases. Journal: Internet Research, Issn 10662243, Volume 12, Issue 2, Pages 165-180, Provider: Proquest, Year 2002
- [5] Glen U. 2006. Giving Voice To The Customer. Journal: Optimize, Issn 15372308, Volume 5 Issue 1, Pages 24-29,10, Provider Proquest
- [6] Jaeki, S. and Zahedi, F.M. 2006. Internet market strategies: Antecedents and implications. Journal: Information and Management. Issn 03787206, Volume 43, Issue 2, Pages 222-238, Provider Elsevier
- [7] Kotler, P. 2003. Marketing Management. Eleventh edition, Pearson Education Canada
- [8] Mohammed, R. A., Fisher, R. J., Jaworski, B. J. and Paddison, G. J. 2002. Internet Marketing: Building advantage in a networked economy. Second edition, McGraw Hill/ Irwin
- [9] Rowley, J. 2001. Remodeling marketing communications in an Internet environment. Internet Research, Bradford, Vol. 11, Iss. 3, pp. 203
- [10] Ryan, J. and Whiteman, N. 2000. Online Advertising Glossary: Sponsorships. ClickZ Media Selling Channel
- [10] Smith, P.R. and Chaffey, D. 2005, E-marketing Excellence: at the Heart of E- business. Second edition, Butterworth-Heinemann



ISSN	Awaiting Allocation
Website	ijem.asdfjournals.com
Received	31-Jan-2015
Article ID	IJEM2015005

Vol	V1.I1 @ Jan 2015
eMail	eic.ijem@asdfjournals.com
Accepted	03-May-2015
eAID	e-aid.org/IJEM.2015.005

A Study About Out Of Home Advertising

P Gurumoorthy

II MBA, Anna University Regional Office, Madurai

Abstract- In today's media landscape where it's very difficult to shape consumers attitude and intentions and move them to next level of buying process, advertisers find it even more difficult and challenging to break through the clutter of competing advertisement. The advertising industry has experienced dynamic changes over the last several decades. The changes have been good in terms of Technology advancement, Medium and more methods to attract consumers and on Creativity. This study represents how creativity impacted advertising, also understanding the value of creativity in advertising through the review of various literatures. The importance of creativity factor in advertising has got wide recognition by many researchers, practitioner, but there is a miss of true & systematic research to define advertising creativity and how it relates to ad effectiveness. The review study discusses some campaigns that have left their strong impression on consumers. The presented review study tries to come up with some evidence of creativity by reviewing expert views, past literature in advertising, studied advertising campaign and marketing activities. The study discusses different forum on how creativity works, and what makes an ad to travel good or poorly. It summarized the value of creativity in advertising through Expert interviews, published material and related secondary data to understand the logic.

Keywords: Consumers attitude, competing advertisement, advertising campaign, creativity works.

I INTRODUCTION

Any advertising done outdoors that publicizes your business's products and services. Types of outdoor advertising include billboards, bus benches, interiors and exteriors of buses, taxis and business vehicles, and signage posted on the exterior of your own brick-and-mortar location. Out of home advertising (or OOH advertising) is advertising that reaches the consumer while they are outside the home.

Out of home advertising is focused on marketing to consumers when they are "on the go" in public places, in transit, waiting (such as in a medical office), and/or in specific commercial locations (such as in a retail venue). OOH advertising formats fall into four main categories: billboards, street furniture, transit, and alternative.^[1]

The OOH advertising industry in the USA includes more than 2,100 operators in 50 states representing the major out of home format categories. These OOH media companies range from public, multinational media corporations to small, independent, family-owned businesses.

Outdoor advertising works well for promoting your product in specific geographic areas. While billboards, bus benches, and transit advertising can be very effective for the small-business owner, any successful outdoor campaign begins with your own location's signage. Your outdoor sign is often the first thing a potential customer sees. Your sign should be sufficiently bright and conspicuous to attract attention (without being garish) and sufficiently informative to let prospective customers know what's sold there.

Ride around town and observe which signs catch your eye. Note which ones don't. Then think of the impression each sign gives you. Remember that you never get a second chance to make a first impression, so give this important marketing tool your best efforts. If you're involved in a business that has a fleet of vehicles conducting deliveries or providing a service, your company's name, logo, and phone number should be clearly visible on the vehicles. It's free advertising that allows you to increase your exposure in your market.

This paper is prepared exclusively for International Journal on eManagement [IJEM] which is published by ASDF International, Registered in London, United Kingdom. Permission to make digital or hard copies of part or all of this work for personal or classroom use is granted without fee provided that copies are not made or distributed for profit or commercial advantage, and that copies bear this notice and the full citation on the first page. Copyrights for third-party components of this work must be honoured. For all other uses, contact the owner/author(s). Copyright Holder can be reached at copy@asdfjournals.com for distribution.

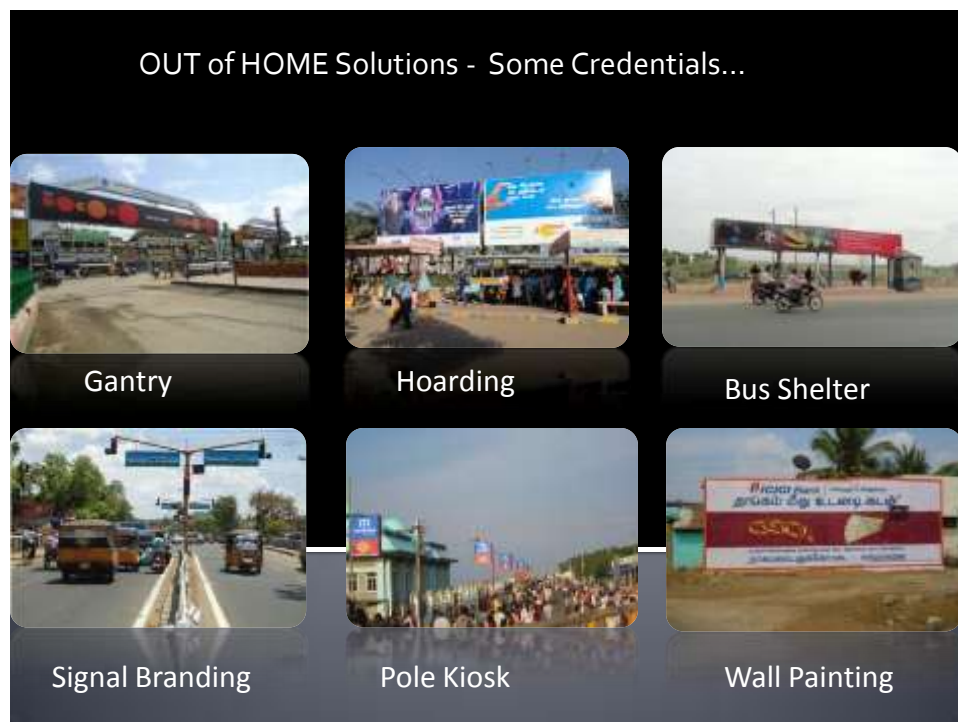
2015 © Reserved by ASDF.journals.com

Cite this article as: P Gurumoorthy. "A Study About Out Of Home Advertising." *International Journal on eManagement [IJEM]* (2015): 22-28. Print.

Billboards are most effective when located close to the business advertised. Because of their high cost, they're usually used to reach a very large audience, as in political campaigns. They're likely to be too expensive for most small firms, and some communities have strict ordinances governing the placement of billboards. In Vermont, for example, they're prohibited. Bus-bench advertising is an excellent medium because it's highly visible, like a billboard. Essentially, bus-bench advertisers have a huge audience, held captive at red lights or in slow-moving traffic. An account executive of a Los Angeles-based bus bench manufacturing company said that an advertisement on one bus bench at a busy Los Angeles intersection would be seen by 35,000 to 50,000 people per day.

Usually, the advertising consists of simple two-color artwork with your company's name, brief copy describing the product or service, address and phone number. Rates and terms vary depending on the city you're in. Call your city's mass transit department or local bus company to find out who rents advertising space on their bus-stop benches. Some outdoor advertising companies also handle this type of advertising. Transit advertising on buses and taxicabs reaches lots of people, especially commuters. Your ad is highly visible, and market research on transit advertising shows that it's very effective.

Out of home advertising is focused on marketing to consumers when they are "on the go" in public places, in transit, waiting (such as in a medical office), and/or in specific commercial locations (such as in a retail venue). OOH advertising formats fall into four main categories: billboards, street furniture, transit, and alternative. The OOH advertising industry in the USA includes more than 2,100 operators in 50 states representing the major out of home format categories. These OOH media companies range from public, multinational media corporations to small, independent, family-owned businesses.



Billboard advertising is a traditional OOH advertising format, but there has been significant growth in digital OOH (digital billboards and place-based networks) in recent years; for example, about 4,900 digital billboard displays have been installed in the United States.

Traditional roadside billboards remain the predominant form of OOH advertising in the US with 66 percent of total annual revenue. Today, billboard revenue is 73 percent local ads, 18 percent national ads, and 9 percent public service ads. Street furniture is made up of formats such as bus shelters, news racks, mall kiosks, and telephone booth advertising. This form of OOH advertising is mainly seen in urban centers. Additionally, this form of advertising provides benefits to communities, as building and maintaining the shelters people use while waiting for the bus.

Transit advertising is typically advertising placed on anything which moves, such as buses, subway advertising, trackside, food trucks, and taxis, but also includes fixed static and electronic advertising at train and bus stations and platforms. Airport advertising, which helps businesses address an audience while traveling, is also included in this category. Municipalities often accept this form of advertising, as it provides revenue to city and port authorities.

OUT DOOR ADVERTISING CHARACTERISTICS

“Outdoor” advertising includes all forms of advertising that provide exposure out-of doors. These forms may be pictured, written or spoken [Association of National Advertisers, 1952][Agnew, 1985][Nelson & Sykes, 1953]. The most prevalent forms of outdoor advertising are billboards, street furniture, transit and alternative forms. (See table II). [Table II about here] Billboards are the predominant form of outdoor advertising and are further classified into bulletins, 80 sheet posters, 30 sheet posters, wrapped 30 sheet posters, squared wrapped posters, spectaculars and wall murals. Technology has provided outdoor advertisers with myriad options. 5 Most recently, the liberal use of electronics with “outdoor” has created “spectacular” billboards that are more like giant screen televisions, some even with sound.

Street furniture also provides very interesting options for out-of-home media usage. Some of the most prominent forms of street furniture consist of bicycle racks, bus bench / bus shelter advertising, kiosks, sidewalk posters, shopping mall displays, in-store displays and one sheet posters. Transit advertising options in outdoor media revolve around media on transit or places of transit in airports and subway stations, as well as on buses, taxicabs, trains, etc. Advertising on movable type media like taxicabs and trucks has been shown to provide high recall rates. Finally, there is an “alternative” form of outdoor media that comprises almost all options not covered in the above three forms. This is probably the fastest evolving category and includes such options as trash receptacle advertising, airborne displays, digital displays, carton and cup advertising, movie theater advertising and stadium and arena displays.

Outdoors today has the capabilities of reaching an audience on a national scale or on a market-by-market basis [Association of National Advertisers, 1952]. Outdoor advertising has evolved to the extent that it can be almost as useful as some traditional forms of advertising like newspaper, radio and TV. Outdoor is strikingly different from other media in one essential aspect – the medium does not circulate the message to market but the market circulates around the medium, “the medium delivers its message to people on their way to work, play or shop. [Association of National Advertisers, 1952]” For instance, an executive going to work to deal with a full day of computer related problems would probably “look out for” messages from Dell, Hewlett Packet or Epson. It may seem like a trivial distinction, but if one takes into account the psychological frame of mind of people at the time the message is delivered, it is surely a powerful medium to access.

One of the biggest advantages of outdoor medium vis-à-vis other mediums like television or magazines are that “your audience can’t zap, discard or even click away from it.” This medium also differs in that it targets a “market in motion” and thus requires a special technique of presentation. Since the maximum number of words one can effectively use in outdoor advertising is seven [Business Wire, Dec. 4, 2002], there is no room for detailed explanations Outdoor advertising may best serve the purpose of a reminder medium that helps register the brand to achieve a top-of-mind recall when the “want” in the buyer needs to be fulfilled.

OUTDOOR & BUSINESS TO BUSINESS MARKETING

Despite the infrequent mention of outdoors as a medium for industrial advertising, the use of such medium can be very effective. The key characteristic of outdoor ads that give this medium the flexibility for use in business-to-business (BTB) advertising is the ability to deliver the message constantly and consistently to a select (and often very small) target market. Such a constant reminder could be the differentiating factor that enables the “brand to surpass the threshold level of awareness thus achieving meaningful additions in the brand preference share” [Hutt & Speh, 2001]. While a “larger-than-life” billboard could be an effective means of building the brand, outdoor media is also the most localized of all mass media, thus giving the advertisers the freedom to place it appropriately within the vicinity of the target market.



One of the biggest advantages of outdoor medium lies in its affordability when compared to other forms of advertising, especially the forms frequently used in business-to-business marketing. In 1999 outdoor advertising cost about 81 cents per thousand compared to

\$10.40 for a 30 second TV commercial on prime-time network, \$11.03 for a quarter page newspaper ad, and or \$9.14 for a four-color magazine ad [Goodgold, 2003].¹¹ The use of outdoor advertising in a business-to-business context is explored next. First, we identify key BTB marketing characteristics and evaluate their implications for the associated use of outdoors as a medium. Second, we examine traditional advertising objectives used in BTB communication strategy and identify the niche that outdoors has the potential to fulfill. Subsequently, we look at the classification of business goods/services and evaluate the conduciveness of these different categories for using outdoor advertising medium. Finally, we conclude by examining the latest technological developments in the field of outdoor advertising and their impact towards its usage in a BTB context.

DIGITAL OUT OF HOME

Digital out of home (DOOH) refers to dynamic media distributed across placed-based networks in venues including, but not limited to: cafes, bars, restaurants, health clubs, colleges, arenas, gas stations, convenience stores, barber shops, and public spaces. DOOH networks typically feature independently addressable screens, kiosks, jukeboxes and/or [jumbotrons](#). DOOH media benefits location owners and advertisers alike in being able to engage customers and/or audiences and extend the reach and effectiveness of marketing messages. It is also referred to as Digital Signage.



The overall industry grew 19 percent to \$8.3 billion between 2011 and 2012 according to Patrick Quinn, CEO and founder of PQ Media, a Connecticut-based research and consulting firm. Quinn said gas station television is one of the largest and fastest growing segments of that category, based in part on its verifiable audience. With digital TVs in gas stations, nearly 52 million customers are getting snippets of weather, sports highlights, celebrity gossip and commercials with their gas each month, according to Nielsen. The weekly reach is actually larger than most of the prime-time TV shows. The largest company in the space is Gas Station TV with 27.5 million monthly viewers at more than 1,100 stations across the U.S., according to Nielsen. In addition to the large number of viewers, the audience profile of TVs at gas stations is unique. 100 percent are drivers. 76 percent are adults from age 18-49 with a median age of 40 and Median HHI \$70k+. According to the Nielsen Intercept Studies, 89 percent of the consumers are engaged and watching TV at the gas station and 88 percent love watching every time they fuel because they have nothing else to do.



The reason that this category is growing so rapidly is because busy people are typically busy at home and with the introduction and acceptance of digital video recorders, it has diluted the frequency with which traditional television commercials are viewed. Every day

more TV viewers are skipping past commercials with their DVRs which in turn has made out-of-home advertising all the more appealing. A Nielsen media research study in 2009 showed that 91 percent of DVR owners skipped commercials. As a result, traditional TV advertisers are hungry for an effective substitute, and digital out-of-home ads appear to be one of the solutions.

DOOH also includes stand-alone screens, kiosks, and interactive media found in public places. The availability of inexpensive LCD screens with built-in media players has opened the door for companies to add interactive video messages in Point of Purchase (POP) Displays. The displays allow consumers to get additional information at the moment of decision on a product or service. Growth in the DOOH industry has been increasing in 2009, with more POP manufacturers, advertisers, and content developers moving to digital.

NON DIGITAL OUT OF HOME

Since digital signage content may be frequently and easily updated, and also because of the interactive abilities available through the accompanying employment of real-world interfaces such as embedded touch screens, movement detection and image capture devices which enable these forms of signage to understand who and how users are interacting with them, they are gaining acceptance as an alternative to static signage.

One specific use of digital signage is for out-of-home advertising in which video content, advertisements, and/or messages are displayed on digital signs with the goal of delivering targeted messages, to specific locations and/or consumers, at specific times. This is often called "digital out of home" or abbreviated as DOOH. Vinyl decals allowing use of windows, on a side and rear advertisement for alcohol on a Berlin bus



Non-digital out-of-home refers to other types of media distributed across physical spaces. These are

Aerial Advertising - Towing banners overhead of beaches, events and gridlock traffic via a fixed wing aircraft ^[11]

Airship Advertising - An airship can provide one of the physically largest out-of-home advertising platforms.

Billboard bicycle - Billboard bicycle is a new type of mobile advertising in which a bike tows a billboard with an advertising message. This method is a cost efficient, targeted, and environmentally friendly form of advertising.



Billboard Bicycle in East Coast Park, Singapore

Bulletin - Bulletin billboards are usually located in highly visible, heavy traffic areas such as expressways, primary arteries, and major intersections. With extended periods of high visibility, billboard advertisements provide advertisers with significant impact on commuters. This is the largest standard out of home advertising format, usually measuring at 11x48 in overall size

Bus advertising - Firmly establish brand awareness and generate quick recall with high profile exposure near point of purchase locations.

Commuter rail display - Reaches a captive audience of upscale suburban commuters. Additionally, reaches lunch-time patrons, shoppers and business professionals.

ComPark advertising - ComPark is a device used for car park advertising; which is placed onto the parallel lines of a bay and is able to gain instant exposure from motorists that have just parked their vehicle. The ComPark also serves as a guide to assist motorist in adhering to the parking bay size.

Lamppost banner advertising - Lamp columns are sited everywhere, allowing advertisers and events to use banners to target precise geographical locations and create massive promotional awareness.

Mobile billboard - Mobile billboards offer a great degree of flexibility to advertisers. These advertisements can target specific routes, venue or events, or can be used to achieve market saturation. A special version is the inflatable billboard which can stand free nearly everywhere. This product can also be used for outdoor movie nights.



Mobile inflatable billboard

Postcards - Free advertising postcards available in venues such as cafes & bars, arts & cultural institutions, universities and high schools. Postcards are taken from a specially designed display unit with signage indicating the postcards are free for the general public to take.

Poster - Target local audiences with these billboards, which are highly visible to vehicular traffic and are ideal for the introduction of new products/services. Marketers use posters to achieve advertising objectives and increase brand awareness by placing multiple units in strategic locations while lowering the cost per thousand impressions. This is a standardized poster format, typically measuring 12'3" x 24'6"; formally known as a 30-Sheet Poster

Premier panel - Premiere panels combine the frequency and reach of a poster campaign with the creative impact of a bulletin.

Premier Square - Bright top and bottom illumination on a premiere panel provide extra impact after dark.

Street advertising - The use of pavements and street furniture to create media space for brands to get their message onto the street in a cost-effective approach.

Taxi advertising - Taxi advertising allows advertisers to highlight their products, whether brand awareness, or a targeted message, directly to areas where people work, shop, and play.

II CONCLUSION

We aimed to analyze the impact of new forms of advertising on current society. We determined that technology is causing an arms race between consumers and advertisers. Furthermore, we determined that amateur-generated advertising and fan culture provides opportunities to change creative motivations, which leads to an increasing dependence on the consumer to create content for the advertiser. Lastly, we determined that technology caused consumers to have more power to dictate what ads they wanted to see, thus forcing advertisers to change their advertising strategies and business models. This is the present. With the increased prevalence of

advertisement, what will happen to advertising in the future? Will all advertisements become advertisement Will the line between advertising and entertainment permanently blur. At this point, we cannot tell; however, we know that structural forces will play an incredibly large role in the process of change.

REFERENCES

- [1] Agnew, H.E., (1985), "Outdoor Advertising", Garland Publishing.
- [2] Aldridge, S. "Why media owners go outdoors?" Haymarket Publishing Services, October 11, 2002.
- [3] "Essentials of outdoor advertising", Association of National Advertisers, Inc. (1952).
- [4] Brown, Sandy, "Out of home: Jack Sullivan", Mediaweek, New York, Dec. 9, 2002, 12, 45.
- [5] Bhargava, M. and N. Donthu (1999), "Sales Response to Outdoor Advertising", Journal of Advertising Research, Jul/Aug. 1999, 39, 4, 7-18
- [6] Bhargava, M. and N. Donthu, and Rosanne Caron (1994), "Improving the effectiveness of outdoor advertising", Journal of Advertising Research, Mar/Apr 1994, pgs 46-55.
- [7] Bingham Jr., F.G. and Roger Gomes (2001), "Business Marketing", second edition, NTC/Contemporary Publishing Group, 3-23.
- [8] "Arbitron to develop outdoor rating system", Business Wire, June 20, 2002